

# Agency and Advertiser Master Data Management for a large media company

**When the largest minority media company in North America wanted to put together a world class, enterprise level Master Data Management platform, they turned to Streebo.**

## Technology Stack

Kalido MDM 8.5  
Oracle 10g  
Cast Iron  
Business Objects

This media company was interested in getting a single view of all their customers (advertisers and agencies) across the different outlets in both radio and TV. Access to a single view of the customer would allow cross selling between the different platforms as well as aid in ensuring the proper assessment of credit exposure.

With customer data currently stored in two dozen different traffic systems that were also geographically dispersed, this seemed like a monumental task. This media company teamed up with Streebo Professional Services from the inception and project planning stage to carve out a plan to rapidly deliver the cleansed and mapped master data. Streebo worked with the customer to come up with a long term strategic plan for MDM as well as the plan for the first few tactical deliverables to show project value in as early as ninety days.

Streebo Professional services consultants were engaged to design the system including the business model, the data flow, the data and systems architecture and eventually the implementation and integration of various technologies and systems. From the engagement start to the first real production go live, Streebo consultants worked side by side with the customer to develop an MDM solution to meet their project objective. The solution allows this customer to master more than two hundred thousand advertiser and agency records from twenty two different source systems, all managed by a small team of two non-technical data stewards.

## Key Highlights

- Streebo Professional Services Architected and created the business model to allow for an MDM system to handle data from twenty five different source traffic systems
- Streebo Consultants utilized the built-in fuzzy data matching capabilities of Kalido MDM to merge and match data from the large number of sources
- The MDM solution supported parent/child relationships between Advertiser and Agencies as well as ragged and arbitrary depth hierarchies
- From project start to the first solution delivered in UAT, the time span was just less than five months
- Using the Cast Iron cloud based ETL tool, Streebo worked with the customer to create real time integration between Kalido MDM and Salesforce.com (the customer's CRM solution)
- On-going notification of new data in the source system to the Data Stewards to allow for easy merge and match to the Master records.
- Complete end to end reporting on the source system data as well as MDM mappings to master

## About Streebo

Streebo, headquartered in Houston, TX and a Kalido Business Partner, is a global provider of Data Warehousing, MDM and Data Governance Solutions. Streebo provides services and solutions that complement Kalido's product offerings resulting in an improved ROI for our customers. Many Fortune 1000 companies rely on Streebo for their business intelligence needs and we are a leading Kalido implementation partner with a track record of several successful implementations. From advance trainings to fully managed production environments, Streebo provides complete 360 degree solutions for Kalido products.